File → FTC
Also market Sample #26

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TO: Distribution

DATE: April 20, 1983

FROM: Al Udow

APR 21 1983

SUBJECT: FTC Revision on Barclay and Kool

The Federal Trade commission has just issued a supplementary document amending their recent "tar" and nicotine report. Their March report (which we distributed on April 4) stated:

> "The various test results for all brands of Barclay cigarettes have been reported with an asterisk(*) in the tables within this Report as they were in the Report of December 1981, because a controversy continues to exist as to whether the FTC testing methodology understates the "tar", nicotine and carbon monoxide delivery of Barclay cigarettes. On June 25, 1982, following an investigation, the Commission determined that its current cigarette testing methodology does not measure accurately the "tar", nicotine and CO delivery of Barclay cigarettes. The Commission's decision is currently the subject of a pending court suit filed by Brown & Williamson Tobacco Corporation, manufacturer of Barclay.
>
> The Commission has also found that there is a significant likelihood that the same problem (namely, an inaccurate reporting of the "tar", nicotine and CO delivery) exists with respect to Kool Ultra and Kool Ultra 100's, two other brands of cigarettes manufactured by Brown & Williamson. However, the Commission has not concluded at this time that Kool Ultra and Kool Ultra 100's are ranked inappropriately. Three asterisks (***) have been appended to the test scores for Kool Ultra and Kool Ultra 100's in this report to indicate this controversy."

The attached amendment states that the present FTC method does not, in fact, accurately assess Barclay cigarettes. The numbers reported for Barclay in the March 1983 report, therefore are not acceptable "as substantiation for all claims made about the "tar", nicotine and carbon monoxide content of all varieties of Barclay cigarettes". It goes on to say "Independent estimates . . . range from 3 to 7 mg. "tar".

Furthermore: "The Commission has determined that there is a significant likelihood that the current testing method does not assess accurately Brown and Williamson's Kool Ultra and Kool Ultra 100's."

This leaves uncertain what numbers Barclay can show in its advertising but probably does not change the numbers for Kool Ultra and Ultra 100's at this time.

We will not modify our classification of these brands until we see how they are marketed.

Al

Al Udow

AU/vm

Distribution

PM Brand Group	WRG Account Group	DDB Account Group
Leo Burnett Account Group	WRG Research Group	DDB Research Group
Leo Burnett Research Group	PM R&D	PM Research Department

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